

## CERTIFICATE OF TRANSMISSION (37 CFR 1.8(A))

PATENT

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being transmitted by facsimile to the U.S. Patent and Trademark Office.

Date: 23 June 2004

Heather J. Roth

OFFICIAL

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NUMBER 10/068,771	FILING DATE 05 FEB 2002	FIRST-NAMED INVENTOR CHARLES A.ELDERING	ATTY.DKT.NO. T742-10
TITLE Targeted Advertising in On Demand Programming		ART.UNIT 2611	EXAMINER Huynh, Son P

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Amendment

This Amendment is in response to the Final Office Action mailed April 23, 2004. Please enter the following amendments and consider the following remarks.

Amendment

-1-

(10/068,771)